IN THE CLAIMS:

All of the pending claims are set forth below. The status of each claim is indicated with one of (original), (currently amended), or (cancelled). Please CANCEL claim 6 without prejudice or disclaimer. Please AMEND claims 1, 2, and 8 in accordance with the following:

1. (currently amended) A low-voltage excited red phosphor comprising:

a matrix including an oxide of an ~~alkali~~ alkaline earth metal and titanium; and

doping elements including a rare-earth element, a group 13 element, and Zn, wherein a mixture of the matrix and the doping elements is fired and the phosphor has the following formula: $MTiO_3$:R,A,Zn, where M is an alkaline earth metal, R is a rare-earth element, and A is a group 13 element.

2. (currently amended) The phosphor according to claim 1, wherein the ~~alkali~~ alkaline earth metal is at least one metal selected from the group consisting of Mg, Sr, Ca, Ba, or a combination thereof.

3. (original) The phosphor according to claim 1, wherein the rare-earth element is at least one element selected from the group consisting of Ce, Eu, Tb, Er, Tm, Pr, Dy, Gd, or a combination thereof.

4. (original) The phosphor according to claim 1, wherein the rare-earth element is doped in an amount of 0.05 to 5 mol% of the phosphor.

5. (original) The phosphor according to claim 1, wherein the group 13 element is at least one element selected from the group consisting of Al, Ga, In, Tl, or a combination thereof.

6. (cancelled)

7. (original) The phosphor according to claim 1, wherein Zn is doped in an amount of 0.01 to 100 mol% of the phosphor.

8. (currently amended) A method of preparing the low-voltage excited red phosphor comprising:

mixing a salt of an ~~alkali~~ alkaline earth metal and titanium oxide to obtain a mixture;

adding a rare-earth element-containing compound, a group 13 element-containing compound and a Zn-containing compound to the mixture; and

firing the mixture at a temperature in ~~the~~ a range of 1100-1400°C.

9. (original) The method according to claim 9, wherein the Zn-containing compound is at least one Zn-containing salt selected from the group consisting of ZnO, ZnBr, $ZnCl_2$, $Zn(NO_3)_2$, $Zn(NO_3)_2 6H_2O$, $Zn(PO_4)_2$, $ZnSO_4$, and $Zn(OH)_2$.